A3385-3.24

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

FAS-FAX

Canadian Newspapers

Circulation averages for six months ended September 30, 1989

Daily Newspapers

Preliminary figures subject to audits as filed with the Audit Bureau of Circulations.

INFORMATION FOR THE USERS OF THIS REPORT

ABC Daily Newspaper FAS-FAX reports are published semiannually in April and October and include selected data from regular Publisher's Statements as filed with ABC by publisher members. U.S. and Canadian newspaper data are published in separate volumes.

Circulation figures for most newspapers in this FAS-FAX report are six-month averages. In some cases, the annual audit reporting periods do not coincide with the generally used March 31 and September 30 closing dates and, in these cases, the figures are three-month averages (see note on symbols). Publisher's Statement Not Filed By Press Time indicates that the publisher has not filed their statement prior to the closing date of this issue of FAS-FAX.

As in the case of all data filed with ABC, the data are subject to confirmation by regularly scheduled audits. If there is an adjustment of five percent or more between the publisher's figures and the auditor's findings, then the previous year comparison figures shown in FAS-FAX are adjusted to the auditor's findings. When a newspaper in a competitive market is adjusted under this policy, all other newspapers in the market are adjusted to the actual audit (see note on symbols). Additional detailed information for each listed newspaper is contained in its Publisher's Statement and Audit Report.

City and Retail Trading Zones are market areas defined by the Audit Bureau. Newspaper Designated Market is that geographical area which is considered to be the market served by the newspaper. City of Publication indicates circulation is reported by corporate city rather than zones or other optional methods. Detailed descriptions of census units comprising each newspaper's market definitions are contained in the regular Publisher's Statements and Audit Reports.

Occupied Households figures (OH's) used in this report are 1989 ABC estimates. Questions should be directed to Manager, Market Information.

Ratio Circulation/Occupied Households is a mathematical relationship of average paid circulation to occupied households within the designated area.

SYMBOLS

- # Identifies newspaper reporting circulation averages by Newspaper Designated Market. OH's and Ratio Circ/OH's data are applicable to that market designation.
- @ Identifies newspaper reporting circulation averages by City Of Publication. OH's and Ratio Circ/OH's data are applicable to that market designation.
- * Identifies three-month circulation averages (see text above).
- + Identifies adjusted comparison figures (see text above).
- ☆ Denotes change in publishing plan (i.e. Morning to Evening). As such, circulation for each period is reported on separate lines.
- C Participant, ABC Coupon Distribution Verification Service.
- P Provides ABC Audited Postal Code Analysis.

Would you like to receive additional copies of this report or copies of the other newspaper FAS-FAX reports? A limited number of extra copies are available at the Bureau's Schaumburg office at prices quoted below:

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Source: Audit Bureau of Circulations' FAS-FAX Report - September 30, 1989.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

NEWFOUNDLAND	SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/89	TOTAL CIRCULATION AS OF 9/30/88
CORNER BROOK (CEN. DIV. 5)		7,000			17,500			24,500			
WESTERN STAR	E		5,069	72.41		5,068	28.96		10,137	10,798	10,875
ST. JOHN'S (CEN. DIV. 1)		30,800			76,600			107,400			
TELEGRAM	E (M-F)		20,848	67.69		17,288	22.57		38,136	39,147	37,876
TELEGRAM	WKND		24,136	78.36		30,167	39.38		54,303	56,874	54,627
TELEGRAM (4-30-89 to 9-30-89)	SUN		18,120	58.83		16,437	21.46		34,557	35,637	
NOVA SCOTIA											
AMHERST (CUMBERLAND CO.)		3,600			11,500			15,100			
NEWS	M (M-F)	–			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
CITIZEN	SAT				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
HALIFAX (HALIFAX CO.)		255,200#						255,200			
THE CHRONICLE-HERALD, THE MAIL-STAR	CMB DLY P	#	133,996	52.51					133,996	146,619	146,485
THE CHRONICLE-HERALD	M P	#	76,263	29.88					76,263	88,730	88,074
THE MAIL-STAR	E P	#	57,733	22.62					57,733	57,889	58,411
HALIFAX (HALIFAX CO.)		113,200#						113,200			
THE DAILY NEWS	M	#	20,655	18.25					20,655	23,895	23,023
THE DAILY NEWS	SAT	#	19,625	17.34					19,625	22,700	
THE DAILY NEWS	SUN	#	24,671	21.79					24,671	30,778	
NEW GLASGOW (PICTOU CO.)		7,800			9,200			17,000			
NEWS	E		7,083	90.81		3,781	41.10		10,864	11,265	11,213
SYDNEY (CAPE BRETON CO.)		12,100			41,200			53,300			
POST	E		11,544	95.40		19,420	47.14		30,964	31,276	31,607
TRURO (COLCHESTER CO.)		7,600			15,100			22,700			
NEWS	E		4,986	65.61		4,115	27.25		9,101	9,193	8,942
PRINCE EDWARD ISLAND											
CHARLOTTETOWN (QUEENS CO.)		9,200			33,200			42,400			
GUARDIAN, PATRIOT	CMB DLY		10,676	116.04		13,924	41.94		24,600	25,024	24,463
GUARDIAN	M		7,278	79.11		11,888	35.81		19,166	19,567	19,012
PATRIOT	E		3,398	36.93		2,036	6.13		5,434	5,457	5,451

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PRINCE EDWARD ISLAND		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/89	TOTAL CIRCULATION AS OF 9/30/88
SUMMERSIDE (PRINCE CO.)			4,600			11,000			15,600			
JOURNAL-PIONEER	E		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
NEW BRUNSWICK												
CARAQUET (GLOUCESTER CO.)			14,000#			13,400			27,400			
L'ACADIE NOUVELLE	M (M-F)		#			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
FREDERICTON (YORK CO.)			18,000			23,600			41,600			
GLEANER	E			16,502	91.68		11,302	47.89		27,804	29,083	28,668
MONCTON (WESTMORLAND CO.)			29,100			72,800			101,900			
TIMES-TRANSCRIPT	E (M-F)	P,C		23,317	80.13		18,283	25.11		41,600	43,817	43,200
TIMES-TRANSCRIPT	SAT	P,C		27,413	94.20		22,991	31.58		50,404	53,409	52,197
ST. JOHN (ST. JOHN CO.)			28,800			212,600			241,400			
TELEGRAPH-JOURNAL, TIMES-GLOBE	CMB DLY			24,331	84.48		38,207	17.97		62,538	63,010	63,533
TELEGRAPH-JOURNAL	M (M-F)			3,133	10.88		26,632	12.53		29,765	30,090	31,005
TIMES-GLOBE	E (M-F)			21,198	73.60		11,575	5.44		32,773	32,920	32,528
TELEGRAPH-JOURNAL	SAT M			21,148	73.43		38,859	18.28		60,007	60,570	60,772
QUEBEC												
CHICOUTIMI (CHICOUTIMI CO.)			21,700			43,400			65,100			
LE QUOTIDIEN DU SAGUENAY-LAC ST. JEAN	M			9,738	44.88		15,148	34.90		24,886	31,385	30,806
PROGRES-DIMANCHE	SUN			12,641	58.25		23,029	53.06		35,670	50,646	49,053
GRANBY (SHEFFORD CO.)			20,900			32,700			53,600			
LA VOIX DE L'EST	M (M-F)			9,244	44.23		5,876	17.97		15,120	15,436	15,651
LA VOIX DE L'EST	SAT M			11,485	54.95		7,016	21.46		18,501	18,831	
MONTREAL (ILE DE MONTREAL CO.)			989,700			423,900			1,413,600			
GAZETTE	M (M-F)	C		145,173	14.67		18,001	4.25		163,174	177,544	183,078
GAZETTE	SAT M	C		199,324	20.14		32,939	7.77		232,263	254,398	259,315
GAZETTE	SUN	C		129,973	13.13		17,825	4.21		147,798	159,447	173,655

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QUEBEC		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/89	TOTAL CIRCULATION AS OF 9/30/88
MONTREAL (ILE DE MONTREAL CO.)			1,277,700#			135,900			1,413,600			
LA PRESSE	M (M-F)	C	#	161,699	12.66		11,428	8.41		173,127	197,269	195,799
LA PRESSE	SAT M	C	#	240,620	18.83		22,695	16.70		263,315	308,383	305,640
LA PRESSE	SUN	C	#	144,901	11.34		11,977	8.81		156,878	180,612	175,658
MONTREAL (ILE DE MONTREAL CO.)			1,178,000#			235,600			1,413,600			
LE DEVOIR	M (M-F)		#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LE DEVOIR	SAT M		#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LE JOURNAL	M (M-F)		#	275,429	23.38					275,429	318,827	313,207
LE JOURNAL	SAT M		#	293,549	24.92					293,549	347,132	335,598
LE JOURNAL	SUN		#	269,975	22.92					269,975	329,825	327,954
QUEBEC (QUEBEC CO.)			233,800#			44,500			278,300			
LE JOURNAL	M (M-F)		#	60,837	26.02		9,643	21.67		70,480	104,899	101,250
LE JOURNAL	SAT M		#	60,151	25.73		11,135	25.02		71,286	106,973	102,481
LE JOURNAL	SUN		#	54,334	23.24		9,637	21.66		63,971	95,551	90,842
QUEBEC (QUEBEC CO.)			219,100#			59,200			278,300			
LE SOLEIL	M (M-F)	C	#	68,751	31.38		11,758	19.86		80,509	107,925	108,825
LE SOLEIL	SAT M	C	#	92,325	42.14		14,462	24.43		106,787	138,900	136,557
LE SOLEIL	SUN	C	#	57,168	26.09		9,918	16.75		67,086	90,759	89,753
SHERBROOKE (SHERBROOKE CO.)			42,900			67,000			109,900			
LA TRIBUNE	M (M-F)			20,137	46.94		14,908	22.25		35,045	38,965	40,034
LA TRIBUNE	SAT M			24,293	56.63		16,903	25.23		41,196	45,240	45,703
RECORD	M (M-F)			1,744	4.07		3,205	4.78		4,949	6,116	6,082
TROIS RIVIERES (ST. MAURICE CO.)			78,500#						78,500			
LE NOUVELLISTE	M (M-F)		#	42,374	53.98					42,374	55,201	55,212
LE NOUVELLISTE	SAT M		#	44,295	56.43					44,295	57,330	
ONTARIO												
BARRIE (SIMCOE CO.)			18,200			24,900			43,100			
EXAMINER	E			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
BELLEVILLE (HASTINGS CO.)			15,000			32,600			47,600			
INTELLIGENCER	E			11,241	74.94		7,365	22.59		18,606	18,917	18,501
BRAMPTON (PEEL RM)			67,300			9,800			77,100			
TIMES	E (M-F)			7,171	10.66		93	0.95		7,264	7,325	9,538

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BRANTFORD (BRANT CO.) EXPOSITOR	E	C	29,000	21,575	74.40	37,200	10,583	28.45	66,200	32,158	32,685	33,037
BROCKVILLE (LEEDS CO.) RECORDER AND TIMES	E	C	8,900	7,236	81.30	21,700	8,469	39.03	30,600	15,705	16,290	16,143
CAMBRIDGE (WATERLOO RM) REPORTER	E	C	28,300	13,070	46.18	4,600	1,043	22.67	32,900	14,113	14,197	13,582
CHATHAM (KENT CO.) NEWS	E	C	15,900	10,268	64.58	22,500	5,577	24.79	38,400	15,845	15,970	15,738
COBOURG (NORTHUMBERLAND CO.) STAR	E (M-F)		5,100	3,880	76.08	6,000	1,988	33.13	11,100	5,868	6,076*	5,639*
CORNWALL (STORMONT CO.) STANDARD-FREEHOLDER	E		17,300	13,148	76.00	5,600	4,287	76.55	22,900	17,435	18,036	17,747
GUELPH (WELLINGTON CO.) MERCURY	E	C	30,400	15,491	50.96	25,100	3,190	12.71	55,500	18,681	18,795	18,705
HALTON RM-HAMILTON-WENTWORTH RM												
SPECTATOR (COMBINED)	E	C	184,100	108,398	58.88	95,900	27,184	28.35	280,000	135,582	137,907	139,413
SPECTATOR (HAMILTON ED.)	E	C	143,600	88,118	61.36	54,600	25,116	46.00	198,200	113,234	115,519	116,420
SPECTATOR (BURLINGTON ED.)	E	C	40,500	20,280	50.07	41,300	2,068	5.01	81,800	22,348	22,388	22,993
KENORA (KENORA DIST.) MINER AND NEWS	E (M-F)		3,700	3,946	106.65	3,200	863	26.97	6,900	4,809	5,037*	5,031*
KINGSTON (FRONTENAC CO.) WHIG-STANDARD	E	C	52,900##	33,176	62.71	10,300	2,648	25.71	63,200	35,824	36,957	36,447
KIRKLAND LAKE (TIMISKAMING DIST.) NORTHERN NEWS	E		4,700	3,256	69.28	10,000	2,398	23.98	14,700	5,654	5,821	5,612
KITCHENER-WATERLOO (WATERLOO RM) RECORD	E	P,C	82,700	53,081	64.19	42,500	17,466	41.10	125,200	70,547	81,289	77,802

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ONTARIO		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/89	TOTAL CIRCULATION AS OF 9/30/88
LINDSAY (VICTORIA CO.)			6,100			16,300			22,400			
POST	E (M-F)			4,949	81.13		938	5.75		5,887	5,943	5,214
POST	WKLY			151	2.48		4,372	26.82		4,523	5,793	4,713
LONDON (MIDDLESEX CO.)			156,600			133,300			289,900			
FREE PRESS	M	C	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
NIAGARA FALLS (NIAGARA RM)			27,200			13,400			40,600			
REVIEW	E			18,429	67.75		3,414	25.48		21,843	22,001	21,563
NORTH BAY (NIPISSING DIST.)			18,700			18,900			37,600			
NUGGET	E	C		14,709	78.66		7,767	41.10		22,476	23,939	24,577
ORILLIA (SIMCOE CO.)			9,400			7,200			16,600			
PACKET & TIMES	E			7,150	76.06		3,537	49.13		10,687	10,920*	10,587*
OSHAWA-WHITBY (DURHAM RM)			61,500			53,100			114,600			
TIMES	E			19,335	31.44		2,136	4.02		21,471	21,588	22,042
OTTAWA (OTTAWA-CARLETON RM)			225,200#						225,200			
	ALL DAY											
SUN	(M-F)		#	25,834	11.47					25,834	28,659	
SUN	SUN		#	26,567	11.80					26,567	32,107	
OTTAWA (OTTAWA-CARLETON RM)			329,000#						329,000			
	ALL DAY											
CITIZEN	(M-F)	C	#	149,349	45.39					149,349	185,620	190,584
CITIZEN	SAT M	C	#	187,164	56.89					187,164	238,274	244,124
CITIZEN	SUN	C	#	126,346	38.40					126,346	159,885	172,010
OTTAWA-HULL (OTTAWA-CARLETON RM)			268,900#						268,900			
	ALL DAY											
LE DROIT	(M-F)	C	#	26,823	9.98					26,823	33,532	32,949
LE DROIT	SAT E	C	#	31,239	11.62					31,239	38,895	37,762
OWEN SOUND (GREY CO.)			7,700			35,200			42,900			
SUN TIMES	E			7,403	96.14		15,323	43.53		22,726	24,226	24,373
PEMBROKE (RENFREW CO.)			6,000			16,800			22,800			
OBSERVER	E			4,139	68.98		3,122	18.58		7,261	7,356	7,225

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PETERBOROUGH (PETERBOROUGH CO.) EXAMINER	E		23,700	18,658	78.73	27,100	8,760	32.32	50,800	27,418	28,071	27,375
PORT HOPE (NORTHUMBERLAND CO.) GUIDE	E (M-F)		4,000	3,112	77.80	1,300	390	30.00	5,300	3,502	3,681*	3,445*
ST. CATHARINES (NIAGARA RM) STANDARD	E		50,500			16,900			67,400			
			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
ST. THOMAS (ELGIN CO.) TIMES-JOURNAL	E		11,300	7,120	63.01	14,000	2,836	20.26	25,300	9,956	10,042	9,536
SARNIA (LAMBTON CO.) OBSERVER	E	C	29,900			15,700			45,600			
			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
SAULT STE. MARIE (ALGOMA DIST.) STAR	E	C	29,400	21,714	73.86	6,100	4,763	78.08	35,500	26,477	26,917	26,739
SIMCOE (HALDIMAND-NORFOLK RM) REFORMER	E (M-F)		5,500	4,328	78.69	16,200	5,672	35.01	21,700	10,000	10,246	9,745
STRATFORD (PERTH CO.) BEACON-HERALD	E		10,500	8,241	78.49	11,300	4,561	40.36	21,800	12,802	13,231	13,106
SUDBURY (SUDBURY RM) STAR	E	P	54,900#			17,700			72,600			
			# PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
THUNDER BAY (THUNDER BAY DIST.)			41,700			16,165			57,865			
TIMES-NEWS, CHRONICLE-JOURNAL	CMB DLY	C	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TIMES-NEWS	M	C	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CHRONICLE-JOURNAL	E	C	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TIMMINS (COCHRANE DIST.) PRESS	E		16,700	10,032	60.07	5,100	1,240	24.31	21,800	11,272	12,756	13,381

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TORONTO (TORONTO RM)				1,391,000#						1,391,000			
RACING FORM	MON M											3,355*	2,837*
RACING FORM	M (TU-F)											4,703*	4,946*
RACING FORM	SAT M											9,607*	10,137*
RACING FORM	SUN											8,860*	8,493*
THE FINANCIAL POST	M (TU-F)											89,755	
THE FINANCIAL POST	SAT											209,189	
STAR	ALL DAY (M-F)	C		#	411,043	29.55					411,043	525,839	522,907
STAR	SAT	C		#	587,088	42.21					587,088	788,330	787,880
STAR	SUN	C		#	349,791	25.15					349,791	520,060	515,277
TORONTO (TORONTO RM)				1,391,000#						1,391,000			
SUN	M (M-F)	C		#	252,022	18.12					252,022	291,400	289,781
SUN	SAT	C		#	158,933	11.43					158,933	196,608	185,198
SUN	SUN	C		#	390,788	28.09					390,788	460,593	451,734
WELLAND-PORT COLBORNE (NIAGARA RM)				24,100			21,000			45,100			
TRIBUNE	E	C			14,885	61.76		2,154	10.26		17,039	17,428	16,813
WILLOWDALE (YORK CO.)													
COMMERCIAL NEWS AND CONSTRUCTION RECORD	DLY (M-F)											6,270	6,481
WINDSOR (ESSEX CO.)				81,900			36,600			118,500			
STAR	E	C			63,065	77.00		20,972	57.30		84,037	85,538	86,376
WOODSTOCK (OXFORD CO.)				10,100			15,800			25,900			
SENTINEL-REVIEW	E				6,554	64.89		3,893	24.64		10,447	10,516	9,938
MANITOBA													
BRANDON (CEN. DIV. 7)				15,600			19,900			35,500			
SUN	E				10,825	69.39		5,921	29.75		16,746	18,032*	
SUN	E (M-TH & SAT)												17,804*
SUN	FRI E												21,286*
SUN	SUN				9,524	61.05		4,885	24.55		14,409	15,421*	

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

MANITOBA	SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/89	TOTAL CIRCULATION AS OF 9/30/88
PORTAGE LA PRAIRIE (CEN. DIV. 9)		5,000			3,800			8,800			
GRAPHIC	E	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
WINNIPEG (CEN. DIV. 11)		237,900#			68,400			306,300			
FREE PRESS	E (M-F)	#	129,572	54.46		22,940	33.54		152,512	167,944	164,557
FREE PRESS	SAT M	#	167,330	70.34		41,867	61.21		209,197	233,975	231,269
FREE PRESS	SUN	#	113,767	47.82		21,237	31.05		135,004	148,658	143,055
WINNIPEG (CEN. DIV. 11)		235,400#						235,400			
SUN	M (M-F)	#	42,056	17.87					42,056	47,921	51,444
SUN	SUN	#	47,448	20.16					47,448	54,857	59,837
SASKATCHEWAN											
MOOSE JAW (CEN. DIV. 7)		13,700			6,600			20,300			
TIMES-HERALD	E		8,531	62.27		535	8.11		9,066	9,232	9,273
PRINCE ALBERT (CEN. DIV. 15)		12,500			24,100			36,600			
HERALD	E		7,790	62.32		1,310	5.44		9,100	9,319	9,075
REGINA (CEN. DIV. 6)		65,700#			119,400			185,100			
LEADER-POST	E	#	45,658	69.49		25,231	21.13		70,889	71,500	71,910
SASKATOON (CEN. DIV. 11)		72,300#			26,300			98,600			
STAR PHOENIX	ALL DAY P,C	#	42,821	59.23		8,137	30.94		50,958	64,397	63,319
ALBERTA											
CALGARY (CEN. DIV. 6)		249,000			145,300			394,300			
HERALD	M (M-TH & SAT) C		111,827	44.91		15,052	10.36		126,879	129,276	132,282
HERALD	FRI M C		144,162	57.90		21,532	14.82		165,694	167,877	170,324
HERALD	SUN C		103,193	41.44		13,879	9.55		117,072	119,135	118,728
SUN	M (M-F)		60,576	24.33		11,837	8.15		72,413	74,315*	70,931
SUN	SUN		80,342	32.27		16,737	11.52		97,079	99,481*	95,375

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ALBERTA		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/89	TOTAL CIRCULATION AS OF 9/30/88
EDMONTON (CEN. DIV. 11)			247,400			247,400			494,800			
JOURNAL	M (M-TH & SAT)	C		113,507	45.88		40,498	16.37		154,005	157,231	148,933*
JOURNAL	FRI M	C		131,132	53.00		53,691	21.70		184,823	188,036	180,628*
JOURNAL	SUN	C		106,423	43.02		36,437	14.73		142,860	145,422	136,787*
EDMONTON (CEN. DIV. 11)			279,600#						279,600			
SUN	M (M-F)	C	#	63,031	22.54					63,031	81,171*	93,554*
SUN	SUN	C	#	97,237	34.78					97,237	121,477*	127,730*
FORT McMURRAY (CEN. DIV. 12)			11,100@						11,100			
TODAY	E (M-TH)		@	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TODAY	FRI E		@	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GRANDE PRAIRIE (CEN. DIV. 15)			9,400			19,500			28,900			
HERALD-TRIBUNE	E (M-TH)			5,713	60.78		2,439	12.51		8,152	8,257	8,129
HERALD-TRIBUNE	FRI E			8,267	87.95		3,040	15.59		11,307	11,489	11,005
LETHBRIDGE (CEN. DIV. 2)			22,800			28,300			51,100			
HERALD	E			14,403	63.17		8,911	31.49		23,314	24,490*	24,267*
MEDICINE HAT (CEN. DIV. 1)			16,100			7,400			23,500			
NEWS	E			11,756	73.02		2,057	27.80		13,813	13,971	13,971
RED DEER (CEN. DIV. 8)			22,800			39,300			62,100			
ADVOCATE	E		—	12,937	56.74		8,397	21.37		21,334	21,466*	21,687*
BRITISH COLUMBIA												
CRANBROOK (EAST KOOTENAY RD)			5,600			6,000			11,600			
TOWNSMAN	E (M-F)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FORT ST. JOHN (PEACE RIVER-LIARD RD)			4,800			2,100			6,900			
ALASKA HIGHWAY NEWS	E (M-F)			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
KAMLOOPS (THOMPSON-NICOLA RD)			22,800			13,000			35,800			
NEWS	E			16,703	73.26		2,177	16.75		18,880	19,192	20,654
KELOWNA (CENTRAL OKANAGAN RD)			23,800			14,500			38,300			
COURIER	E			14,505	60.95		2,380	16.41		16,885	17,087	16,282

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BRITISH COLUMBIA		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/89	TOTAL CIRCULATION AS OF 9/30/88
NANAIMO (NANAIMO RD)			21,200			32,700			53,900			
FREE PRESS	E			8,459	39.90		1,510	4.62		9,969	10,064	9,111
NELSON (CENTRAL KOOTENAY RD)			3,500			17,600			21,100			
NEWS	E (M-F)			2,446	69.89		1,921	10.91		4,367	4,577	4,575
PENTICTON (OKANAGAN-SIMILKAMEEN RD)			10,700			12,200			22,900			
HERALD	E			6,864	64.15		1,520	12.46		8,384	8,506	8,158
PORT ALBERNI (ALBERNI-CLAYOQUOT RD)			6,800			4,300			11,100			
VALLEY TIMES	E (M-F)			4,763	70.04		1,851	43.05		6,614	6,760	6,675
PRINCE GEORGE (FRASER-FORT GEORGE RD)			22,000			19,200			41,200			
CITIZEN	E	C		18,282	83.10		3,068	15.98		21,350	21,696	21,740
PRINCE RUPERT (SKEENA-QUEEN CHARLOTTE RD)			5,600			1,700			7,300			
NEWS	E (M-F)		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TRAIL (KOOTENAY BOUNDARY RD)			3,700			9,500			13,200			
TIMES	E (M-F)		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
VANCOUVER (GREATER VANCOUVER RD)			379,300			276,200			655,500			
PROVINCE	M (M-F)	C		82,644	21.79		65,755	23.81		148,399	182,218	180,742
PROVINCE	SUN	C		96,670	25.49		81,806	29.62		178,476	223,077	223,901
SUN	E (M-TH)	C		125,632	33.12		67,115	24.30		192,747	210,712	217,600
SUN	FRI E	C		160,110	42.21		86,842	31.44		246,952	270,920	268,383
SUN	SAT E	C		153,629	40.50		87,249	31.59		240,878	274,600	273,691
VERNON (NORTH OKANAGAN RD)			12,000			19,000			31,000			
NEWS	E			6,643	55.36		1,092	5.75		7,735	7,854	8,132
VICTORIA (CAPITAL RD)			96,000#			78,600			174,600			
TIMES-COLONIST	M		#	65,979	68.73		12,218	15.54		78,197	81,824	80,502
TIMES-COLONIST	SUN		#	63,574	66.22		12,147	15.45		75,721	79,354	78,056

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YUKON TERRITORY	SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/89	TOTAL CIRCULATION AS OF 9/30/88
WHITEHORSE		6,100			4,000			10,100			
STAR	E (M-TH)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
STAR	FRI E	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

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CONSOLIDATED NEWSPAPER GROUP		TOTAL CIRCULATION AS OF 9/30/89	9/30/88
PROBEC 5 LTD.	M	31,385	
PROBEC 5 LTD.	M (M-F)	414,796	
PROBEC 5 LTD.	ALL DAY (M-F)	33,532	
PROBEC 5 LTD.	SAT M	568,684	
PROBEC 5 LTD.	SAT E	38,895	
PROBEC 5 LTD.	SUN	271,371	

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